

Courtney McCune

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Strategic content leader with 15+ years in SaaS, ecommerce, online media, EdTech, and higher ed. Skilled at scaling content and growing audiences for brands like Shopify and ASU, specializing in AI and data-driven editorial workflows and global brand strategy. Strong track record in high-conversion web content, marketing, and storytelling that drives audience engagement.

WORK EXPERIENCE

Shopify Inc. **05/2021 – 01/2026** **Senior Content Developer** **Phoenix, AZ**

- Collaborated cross-functionally with Shopify Education and Enablement team, leadership, and SMEs to build Shopify Academy, a learning and certification hub for Shopify merchants and partners, serving a global audience of 200k active monthly users.
- Defined, scaled, and managed the global voice and style guidelines for Shopify Academy content. Developed credential and non-credit Shopify courses, web content, marketing messaging, and internal/external enablement.
- Engineered a custom AI content review agent and brand personas to automate style alignment, significantly accelerating the editorial process while maintaining brand integrity.
- Owned the copyediting lifecycle for all content touchpoints, including 230+ courses, ensuring clarity, consistency, and adherence to Shopify brand standards; lead to avg 80% CSAT score.
- Developed writing enablement processes for internal team by providing 1:1 coaching, actionable and constructive feedback, weekly style tips, and formal training to preserve brand voice throughout content.
- Worked with partners and SMEs to produce high-impact credentialed course content using Articulate Rise, GitHub, and Adobe Creative Suite.

Arizona State University – Educational Outreach and Student Services Marketing **10/17 – 11/2021** **Copywriter/Editor/Marketing Account Manager** **Tempe, AZ**

- Collaborated with account managers, designers, writers, internal stakeholders and university leadership to develop a wide range of marketing content for diverse audiences.
- Wrote and edited feature articles, web content, and marketing copy.
- Directed the *ASU Student Life* magazine website; managed the editorial calendar, assigned stories to student contributors, and oversaw all digital article publishing via CMS.
- Developed multi-channel marketing strategy for university departments; built and deployed email campaigns, SMS, and web content, ensuring all elements aligned with ASU brand voice.

Learn with IntraEdge **10/2018 – 05/2021** **Senior Editor** **Phoenix, AZ**

- Edited content for tailored corporate training and upskilling programs for Fortune 500 tech company partners, including Facebook (Meta), Oculus, and American Express.
- Developed multi-channel marketing calendar for social media (LinkedIn/Facebook), ensuring alignment with brand standards.

Downtown Phoenix Journal/Urban Affair, LLC. **06/2015 – 10/2017** **Managing Editor/Marketing Copywriter** **Phoenix, AZ**

- Directed editorial operations for a high-traffic regional news site (25k monthly views); managed a diverse team of freelancers, developed content calendar, wrote and copyedited stories.
- Executed email marketing and social media strategy for local real estate developments, driving home sales through targeted press releases, community outreach, and coordinated messaging across channels.

- Used surveys and data analysis to measure content performance and inform editorial decisions.

**Arizona State University Online/EdPlus
Content Strategist**

**02/2012 – 06/2015
Scottsdale, AZ**

- Served as content strategy lead, partnering with technical teams and creative agency to produce web content, feature stories, customer journey content, photography, and print collateral.
- Collaborated with enrollment management and academic departments to synthesize complex program requirements into persuasive marketing copy.
- Used SEO, analytics and other strategies to improve user experience and lead to increased undergraduate and graduate enrollments.

**Arizona State University–Office of Public Affairs
Program Coordinator–Community Relations & Outreach**

**11/2006 – 02/2012
Tempe, AZ**

- Coordinated flagship community outreach programs, including Cesar Chavez Leadership Institute and Hispanic Convocation, managing registration processes, program design, and stakeholder partnerships.

**Universal Music Distribution
College & Lifestyle Marketing Representative**

**11/2004 – 07/2008
Phoenix, AZ**

- Drove local market awareness for Universal Music Group artists through strategic partnerships, promotions, tour support, and meet-and-greets with campus organizations, media outlets, and lifestyle and retail accounts.

EDUCATION

M.A., English–Literacy, Technology, & Professional Writing (Online Program)

Northern Arizona University

Flagstaff, AZ

B.A., Broadcast Journalism

Arizona State University

Tempe, AZ

Internships: KEDJ 103.9FM, Programming Department/On-Air

A.A., Classical Studies

Phoenix College

Phoenix, AZ

PROJECTS

Freelance writer

02/2007 – 11/2018

Phoenix New Times/Village Voice Media; Small business/nonprofit clients; Downtown Phoenix Journal magazine and website; PhoenixPicks.com/Westover Media, LLC; ASU Online

VOLUNTEERING & LEADERSHIP

Girls in Tech

01/2014 – 05/2015

Volunteer/Content manager

Phoenix, AZ

Global non-profit aimed at closing the gender gap in technology through education, coding bootcamps, and hack-a-thons. Was part of organizing committee for inaugural GIT Catalyst Conference in Phoenix in 2015.

SKILLS

AI agent development, brand marketing, brand storytelling, campaign development, communications, content management, copyediting, copywriting, editorial planning, global style guide architecture, technical writing